

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM326039

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rivera Primo, Inc.		12/04/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Santa Barbara Racing Science D.B.A. Rivera Primo		
Street Address:	3820 State Street		
City:	Santa Barbara		
State/Country:	CALIFORNIA		
Postal Code:	93105		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	86004732	PRIMO HD XTREME	
Registration Number:	3371998	PRIMO	
Registration Number:	3414156	ELIMINATOR	
Registration Number:	3603628	MECHANIC'S CHOICE	
Registration Number:	4595483	RP TRONIX	
Registration Number:	3566839	RIVERA PRIMO	
CORRESPONDENCE DATA			
Fax Number:	5626935243		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	5626988039		
Email:	kgreen@averillandgreen.com		
Correspondent Name:	Kenneth L. Green		
Address Line 1:	14831 Whittier Boulevard, Suite 206		
Address Line 4:	Whittier, CALIFORNIA 90605		
NAME OF SUBMITTER:	Kenneth L. Green		
SIGNATURE:	/ K. L. Green /		
DATE SIGNED:	12/12/2014		
Total Attachments: 3			
source=RiveraPrimoAssignment#page1.tif			

OP \$165.00 86004732

source=RiveraPrimoAssignment#page2.tif

source=RiveraPrimoAssignment#page3.tif

**ASSIGNMENT OF REGISTERED TRADEMARKS AND TRADEMARK
APPLICATION**

Whereas, RIVERA PRIMO, INC., of 12540 WHITTIER BOULEVARD,
WHITTIER, CALIFORNIA 90602, has adopted, used and is using the following
marks:

PRIMO, registered in the United States Patent and Trademark Office, Registration
No. 3,371,998, Dated JANUARY 22, 2008;

ELIMINATOR, registered in the United States Patent and Trademark Office,
Registration No. 3,414,156, Dated APRIL 22, 2008;

RIVERA PRIMO AND DESIGN, registered in the United States Patent and
Trademark Office, Registration No. 3,566,839, Dated JANUARY 27, 2009;

MECHANIC'S CHOICE, registered in the United States Patent and Trademark Office,
Registration No. 3,603,628, Dated APRIL 7, 2009;

PRIMO HD XTREME, filed in the United States Patent and Trademark Office,
Application No. 86/004,732, filed JULY 8, 2013;

RP TRONIX, registered in the United States Patent and Trademark Office,
Registration No. 4,595,483, Dated SEPTEMBER 2, 2014

and;


Whereas, SANTA BARBARA RACING SCIENCE, INC. D.B.A. RIVERA PRIMO, of 3820 STATE STREET, SANTA BARBARA, CALIFORNIA 93105, is desirous of
acquiring said marks and the registrations and application thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby
acknowledged, said RIVERA PRIMO, INC. does hereby assign unto the said
SANTA BARBARA RACING SCIENCE, INC. D.B.A. RIVERA PRIMO all right, title
and interest in and to said marks, together with the good will of the business
symbolized by the marks, and the above identified registrations and application
thereof.

Dated: 12-4-14



DONN ROBERTS



TITLE

NOTARY

State of California
County of Los Angeles

On 12-4-2014, before me, "Lurra Rose Seright Notary Public"
notary public, personally appeared Dawn Roberts,
proved to me on the basis of satisfactory evidence to be the person whose name is
subscribed to the within instrument and acknowledged to me that he/she executed
the same in his/her authorized capacity, and that his/her signature on the instrument
the person, or the entity upon behalf of which the person acted, executed the
instrument.

I certify UNDER PENALTY OF PERJURY under the laws of the State of California
that the foregoing is true and correct.

WITNESS my hand and official seal.

Signature

Lurra Rose Seright

